

## Message Text

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40

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 USIA-15 /036 W

----- 117513

R 190835Z MAR 75

FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 8777

UNCLAS TOKYO 3609

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE-OF-EXHIBITION REPORT, HOTEL AND RESTAURANT

EQUIPMENT EXHIBITION

1. EXHIBITION: HOTEL AND RESTAURANT EQUIPMENT

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN MARCH 14-18, 1975

3. U.S. EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS: FIVE

A) AGENTS AND DISTRIBUTORS APPOINTED: NONE

B) AGENCIES/DISTRIBUTORSHIP UNDER NEGOTIATION: SIX (SIXTY-TWO LEADS)

C) LICENSEE AGREEMENTS UNDER NEGOTIATION: NONE (ONE LEAD)

D) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: ONE (ONE LEAD)

4. SALES:

A) IMMEDIATE: \$50,680

B) TWELVE-MONTH PROJECTION: \$3,301,600

5. NUMBER OF SALES LEADS DEVELOPED: 934

6. REGISTERED VISITORS: 1,338 (1,413 HAND-COUNT)

7. TOTAL EXHIBITORS: TWENTY-NINE (TWENTY PARTICIPANTS)

A) NEW-TO-EXPORT: TWO

B) NEW-TO-MARKET: EIGHT

C) OLD-TO-MARKET: NINETEEN

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D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: SIX

E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE:

TWENTY-ONE

F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: TWO

G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.:

EIGHT

8. NARRATIVE:

TCD STRONG HOSTED RECEPTION MARCH 13 1700-1900 AND DELIVERED  
WELCOMING REMARKS. JAPANESE GUEST OF HONOR WAS MR. KATSUMI OHNO,  
VICE PRESIDENT, JAPAN HOTEL ASSOCIATION, AND PRESIDENT, IMPERIAL HOTEL,

TOKYO. MR. OHNO DELIVERED CONGRATULATORY REMARKS AND WAS JOINED  
BY MR. ELDEN B. ERICKSON, COMMERCIAL COUNSELOR, IN CUTTING RIBBON  
TO OPEN EXHIBITION.

ATTENDANCE STEADY BUT RELATIVELY LOW FIRST THREE DAYS AND INCREASED  
APPRECIABLY LAST TWO DAYS OF EXHIBITION DUE IN PART TO IMPROVED  
UTILIZATION SHUTTLE BUS OPERATING BETWEEN HARUMI (SITE OF '75 TOKYO  
INTERNATIONAL HOTEL AND RESTAURANT EQUIPMENT SHOW) AND TRADE CENTER.  
MORE THAN FORTY PERCENT (537) OF REGISTERED VISITORS CAME FROM OUTSIDE

THE TOKYO METROPOLITAN AREA.  
HODGSON

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NNN

## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Draft Date:** 19 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Review Transfer Date:**  
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**TAGS:** BEXP, JA  
**To:** COM  
**Type:** TE  
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